

## **ABSTRACT**

**The following Abstract will replace all prior versions.**

The present invention relates to a method and system for targeted content presentation in a communications network. In accordance with the present invention, there is provided a method for targeting content to users in a communications network; ~~the method comprising the steps of~~ by determining targeted user characteristics and presenting content in accordance with these said characteristics. In accordance with the present invention, there is further provided a method for targeted content presentation in a communications network for regularly scheduled content opportunities; ~~the method comprising the steps of:~~ by monitoring the programming stream for opportunities and content descriptors; determining the source for alternate content; matching the opportunity to the available content and the viewer characteristics; and presenting the content to the viewer. In one embodiment, the system includes a delivery engine, a matching engine, a combiner, and a micro decision engine (MDE).